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MARKETING FARM PRODUCTS ABROAD



A 17-MINUTE COLOR FILM



1957 *the year that is breaking all agricultural export records*

IT DIDN'T JUST HAPPEN. It has taken a lot of doing by American agriculture, American industry, and American Government working together.

Presented by the.... Foreign Agricultural Service
UNITED STATES DEPARTMENT OF AGRICULTURE

FARM EXPORTS...

... are big business. Production of 1 in every 10 U. S. acres winds up on the docks for export.\$4½ billion worth this year.

AGRICULTURAL ATTACHES...

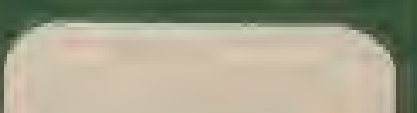
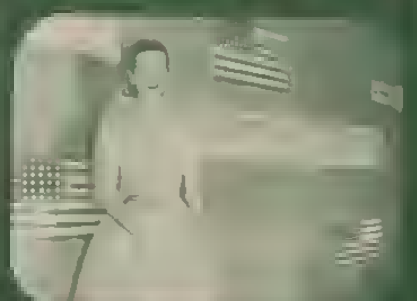
...serve as eyes, ears, and voice of American agriculture abroad...in 60 foreign locations facilitating U.S. agricultural trade.

AGRICULTURE, INDUSTRY, AND GOVERNMENT...

...a hard-working export team, building friendship and prosperity for us and our world neighbors.

FOREIGN MARKET PROMOTIONS...

...are regaining old markets and building new ones. Here we see the American Dairy Princess as a goodwill ambassador for American farm products in Japan.





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